



NONRAHS
INTERNATIONAL

NONRAHS Studio 800

NONRAHS Studio 800
LED Uplink Proposal
Executive Summary

for

Homeland Security and
Emerging Technologies
Committee

May 29, 2007

As the unforeseen tragedy of September 11, 2001 occurred and we watched helplessly as our nation fell under attack. The statement "We Will Not Forget" still rings true as we cannot idly stand by and continuously see threats and assaults on our country citizens and our declining economy.

At NONRAHS our theme is **"Problems are guidelines not stop signs."**

During the development of our project we saw a unique opportunity for NONRAHS to partner with Homeland Security to develop a visual network with interactive three-way communication capabilities for the purpose of a specialized, exclusive national security defense system for the immediate communication with the general public.

We are enthusiastic about the unique opportunity of government and private sector; creating a platform for multi-agency coordination with advanced technology presenting a system with dynamic & limitless possibilities for society today and foresight of tomorrow.

Our plans and developments are about people and possibilities. Together, we look to provide opportunities that will stabilize families and revitalize communities.

We are confident that our partnership will prove to be invaluable in building a solid foundation on which to build a lasting relationship with Homeland Security and their most precious asset- the people that they serve.

On behalf of NONRAHS International, I pledge that our team is committed to continuously improve the dynamics of innovation with informational technology.

Thank you, for any and all consideration given to this request.

Sincerely



Carl Corlley

President & CEO

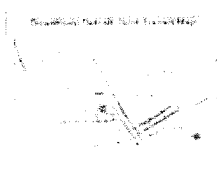
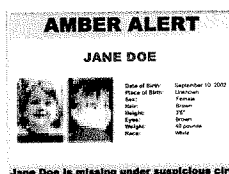


**NONRAHS
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National Incident Management System (NIMS) Guidelines

- ◆ Item 1: Systems that integrate with the existing best practices into a consistent, nationwide approach to domestic incident management.
- ◆ Item 2: Systems that are based on the core principles of The Incident Management System (ICS), Multiagency Coordination System, and Public Information Systems.
- ◆ Item 3: Maintains a "steady-state" basis, well in advance of any potential incident involving the combined integration of planning, training, exercises, personnel qualification and certification standards, equipment acquisition and certification standards, and publication management processes and activities.
- ◆ Item 4: Define a standardized mechanism and establish requirements for the process to describe, inventory, mobilize, dispatch, track, and recover resources over the life cycle of an incident.
- ◆ Item 5: To ensure effective, interoperable communications processes, procedures, and systems exist to support a wide variety of incident management activities across agencies and jurisdictions to insure that crisis decision-makers are better informed.
- ◆ Item 6: A state of the art system that will provide support capabilities essential to implementing and continuously refining the NIMS, and to include specialized technologies that facilitate ongoing operations and incident management activities in situations that call for unique technology-based capabilities.
- ◆ Item 7: A component that will establish an activity to provide strategic direction for and oversight of the NIMS, supporting both routine review and the continuous refinement of the system and its components over the long term.



NONRAHS Studio 800 Uplink Proposal

- ◆ Item 1: The Uplink system offers flexible protocols with a standardized system to coordinate multi-agency support during a wide range of domestic/international incident management with limited personnel.
- ◆ Item 2: Control of the overall system can be commandeered by Homeland Security and link a wide spectrum of emergency response teams and incident management disciplines through the central command center.
- ◆ Item 3: Contingency planning can be established and trialed using highly populated events in the urban core to evaluate the effectiveness of evacuation procedures at local levels with command center monitoring.
- ◆ Item 4: Allows for the centralized coordination of Homeland Security Level Changes, Amber, Fugitive and Incident Alert announcements to an increased public scope for the purpose of engaging public support and involvement.
- ◆ Item 5: The Uplink system provides a common theatre for all levels of incident emergency response with a direct link to Homeland Security as situational responses elevate jurisdictions. The system is Regional & National Network capable as alerts and incidents require larger public announcements.
- ◆ Item 6: The Uplink System is common, state of the art technology with expansion opportunities that offers a foundation for growth and development as ideas and concepts are created to enhance the systems capabilities and scope.
- ◆ Item 7: The NONRAHS International team will maintain this systems functional integrity through funding generated by the routine daily advertising and promotional activities.



➤ LED Uplinks can provide information for the following reasons to expand the Port Authority's effectiveness:

- Alert drivers to requirements at the border to expedite crossing and inspection of vehicles.
- Border Closings
- Inform the public of Homeland Security Level changes and potential terrorist activity or actions.
- Avenue for evacuating one million citizens from the waterfront due to an incident.
- An avenue to trial evacuation procedures without announcing or alarming the general public.
- An avenue to run large scale drills with local business in Detroit for preparedness for potential incidents.
- An increase of awareness within the private sector to implement internal company training and procedures for large scale incidents.
 - National Homeland Security Day
- An reassurance to the public that the government is concerned with the well being of the citizens and their overall safety. Goodwill activities.
- Increase visual awareness of Amber Alerts and Fugitive Crisis Management to gain public assistance. (pictures)

➤ LED Uplinks – Trial & Error Tests / Contingency Planning

➤ Local events can be used to trial and monitor emergency service teams and route effectiveness with the LED Uplinks.

- Athletic Events (Ford Field, Comerica Park)
- Concerts
- Large public events on the waterfront

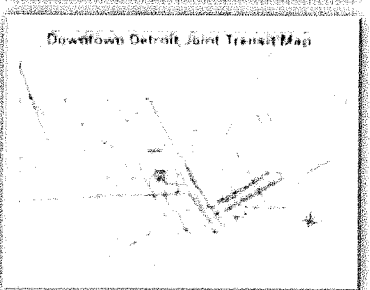
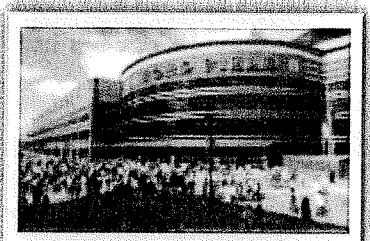
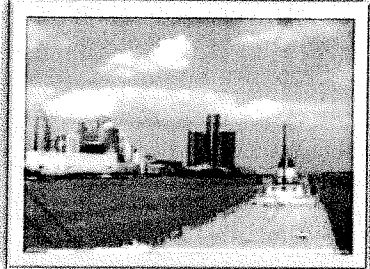
➤ Route traffic down certain corridors and evaluate traffic performance with different street light configurations.

➤ Evaluate road blockades and the emergency response teams ability to shift traffic for evacuation purposes.

➤ Evaluate public reactions to different visual and audible messages for effectiveness.

➤ Establishes an avenue to create the perfect model for evacuations through trial and error without alarming the public or staging the activity.

- Provide a more real-life scenario





➤ Eastern Grid Power Failure – 2004

■ Concerns:

- People did not know what happened as the crisis unfolded.
- Wild speculation of a terrorist attack
- Citizens scrambled for children, food, water and diesel fuel for generators

➤ Cell Phone Scandal

■ Concerns:

- General public unable to be your eyes and ears.

➤ Hunt for 911 suspects in Dearborn, MI

■ Concerns:

- Suspects would elude authorities by crossing the border
- General public unable to be your eyes and ears.



➤ Small plane crash into the NYC building on 12 October 2006

■ Concerns:

- Citizens immediately assumed a second terrorist attack similar to September 11th.
- Emergency 911 call lines flooded with questions, speculations and concerns.

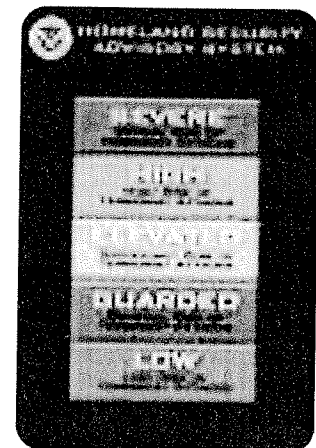
➤ Everything out of the ordinary is assumed a terrorist activity by the general public.

➤ What things were common in all of the case scenario's?

- Emergency systems were unnecessarily strained/blocked by calls making it difficult for real emergencies to be properly addressed.
- Information to the general public was limited
- Rumors developed and spread quickly
- Chaos and unrest developed in urban and rural environments
- Supply shortages
- Fear of the unknown

➤ What could the Uplinks have provided to alter these situations?

- Situational analysis as to what has transpired.
- Ability to reduce rumors, mis-information or speculation.
- Directional, instructional or informative guidance to the public.
- Messages from key leadership.
- Better situational analysis from the Uplinks features. (audio, visual)
- Government can utilize the publics eyes and ears for information. Call in lines.



➤ In all the cases the boards provide a positive, immediate impact to the general public and Homeland Security establishes leadership, control and guidance!

- The barometer updates a progression of change and improves the publics education of the change process.



DETROIT/WAYNE COUNTY PORT AUTHORITY
MICHIGAN'S INTERMODAL GATEWAY

January 23, 2007

Carl Corley
President & CEO
GTI Corporation
28250 Southfield Rd., Ste. 120
Lathrup Village, MI 48076

Re: L.E.D. Uplink Presentation

Dear Mr. Corley,

The Detroit/Wayne County Port Authority greatly appreciates the presentation given by you on behalf of your company, Nonrahs Studio 800. We think your concept for L.E.D. screens as a communication media device has the potential to strengthen our ports and waterways in the Michigan and Great Lakes area. As we agreed, further refinement should continue, incorporating feedback or comments from the City of Detroit, and in particular the Homeland Security Department, and the Michigan State Police.

While we understand the L.E.D. communication capabilities we think that other agencies would greatly benefit from an introduction and review of this concept. As I mentioned, other applicable governmental units to engage include, but are not limited to, the Michigan State Police, and their Homeland Security leadership, and our local Homeland Security experts from the City of Detroit and Wayne County.

As you move forward, we would welcome an opportunity to continue our dialogue, as you develop your concept that would enhance security along the ports and waterways of Michigan.

Sincerely,

John K. Kerr
Director of Economic Development & Grants Management



TUPAC A. HUNTER

5TH DISTRICT

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THE SENATE
STATE OF MICHIGAN

April 23, 2007

Mr. Carl Corley
President & CEO
GTI Corporation
15135 Hamilton Ave.
Highland Park, MI 48203

Dear Mr. Corley,

It was a pleasure having you and your associates of Nonrahs Studios 800 come to my office last week to give your presentation.

Homeland security is an area of great interest to our state. Many projects, such as your own, have shown what new, intriguing technologies can emerge from this rising sector. I support you and your efforts to engage this project. The city of Detroit, and indeed our state, could benefit greatly from it.

Please let me know how my office can assist you in your efforts. Good luck to you and your entire team as you move forward.

Sincerely,

Tupac A. Hunter
State Senator, 5th District



HANSEN CLARKE

1ST DISTRICT

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SenatorHansenClarke@senate.michigan.gov

THE SENATE
STATE OF MICHIGAN

May 2, 2007

Mr. Carl Corlley
President & Ceo
GTI Corporation
15135 Hamilton Ave
Highland Park, Michigan 48203

Re: L.E.D. Uplink Presentation

Dear Mr. Corlley:

I appreciated and enjoyed the presentation given to me by the executive team of NONRAHS Studio 800, which included Homeland Security issues.

The product seems like a good idea that warrants serious consideration by the state.

I recommend that you connect with other governmental agencies including the Michigan State Police, the State of Michigan Homeland Security & Emerging Technologies Committee, and the city of Detroit.

As you move forward with this project, please feel free to contact my office with any questions or for assistance.

Sincerely,

Hansen Clarke
Michigan State Senate